

FIG. 1

100

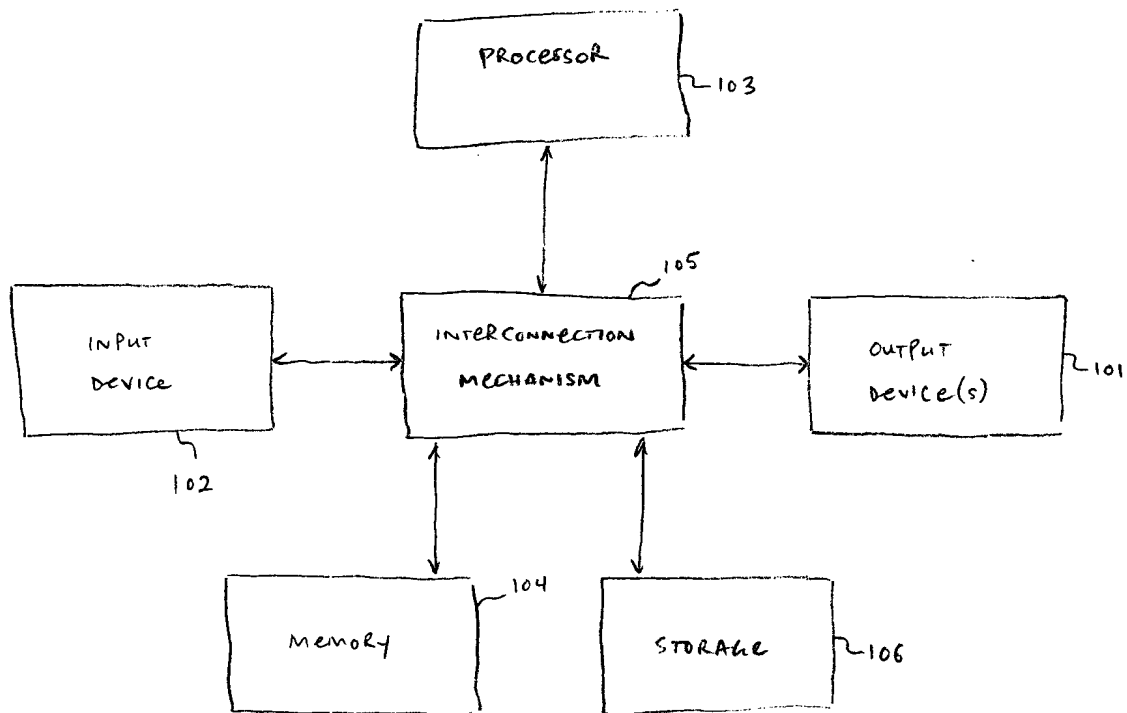


FIG. 2

166

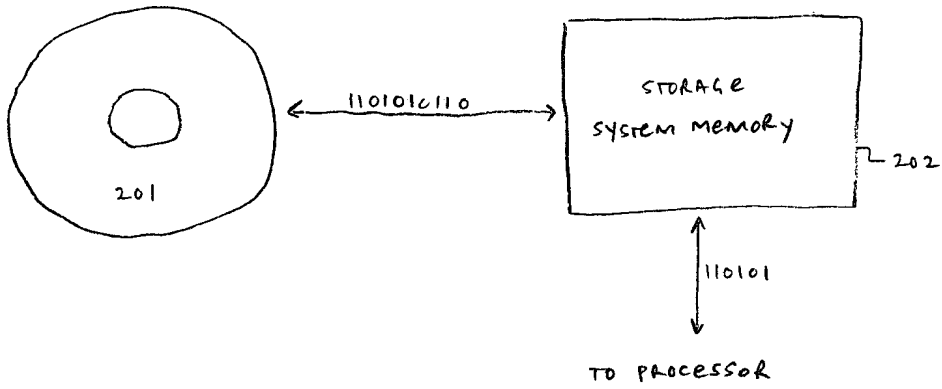


FIG. 3

- 301

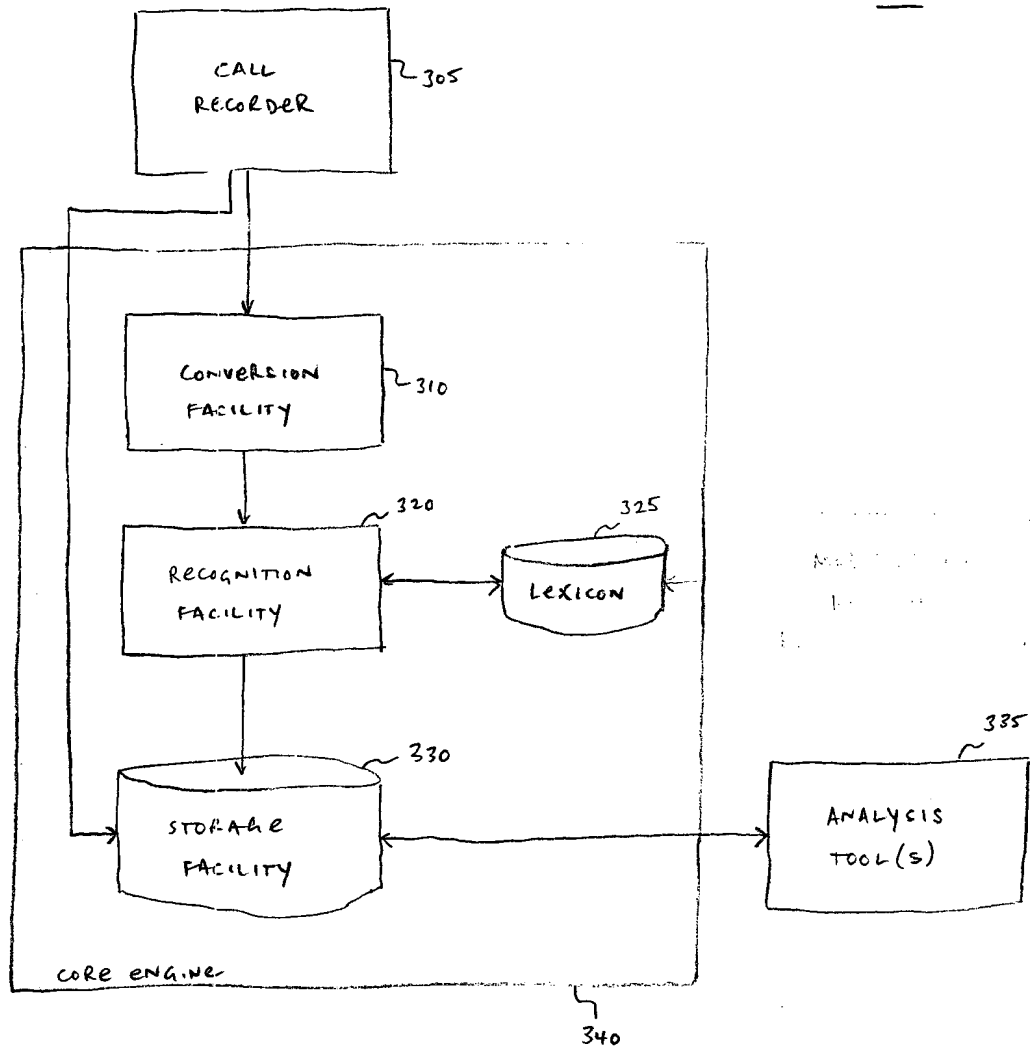


FIG. 4

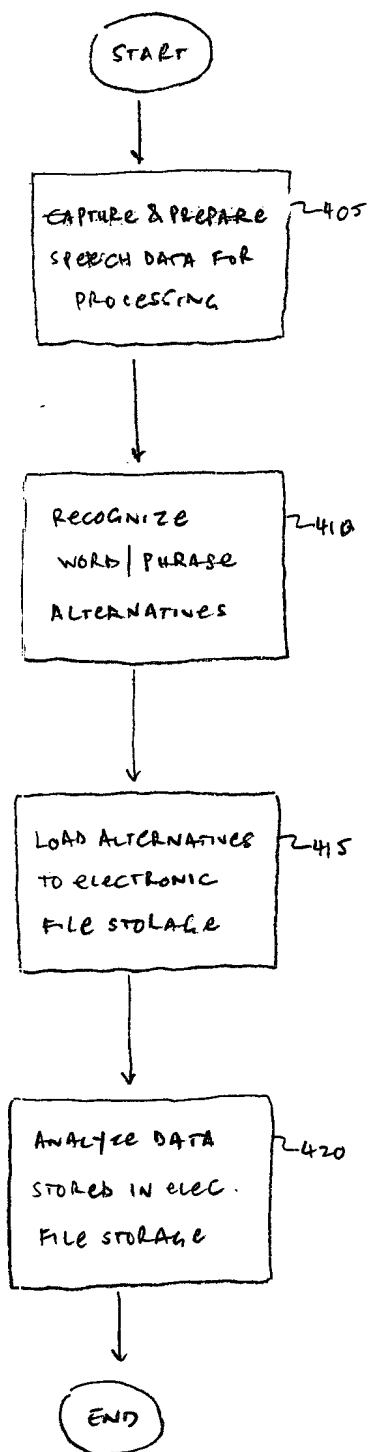
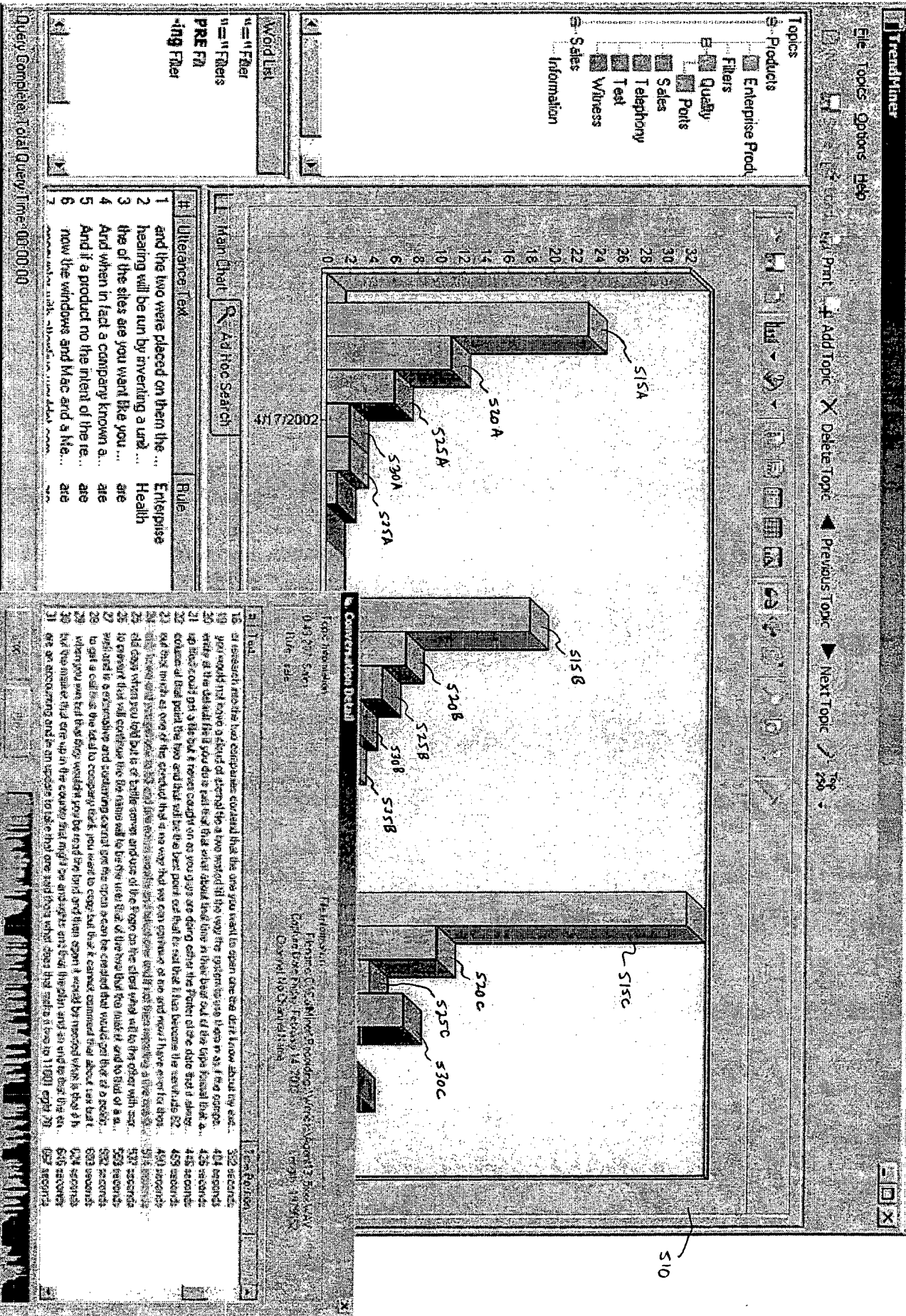


FIG. 5

500



F16.6

600

Define Scores and Segmentations

Scores

A+ Observation Form

Verification

Identified Self

Closing - Branded

Access Permitted

Verified Addresses

Segmentations

Mix Report

Sales Calls

Sale Made

A+ Scores

Sections

Questions

Segmentations

Buckets

Patterns

Options

ID: 4

Bucket Name

Sale Made

Threshold

1.0

Evaluate this Bucket if the Following Bucket is Satisfied

<None Selected>

Patterns

Name

Regular Expression

Weighting

0.0

Add Pattern

Remove Pattern

mastercard

expiration

CC Please

book flight

mastercard

expiration

credit card

credit card number please

book w/ (0.3) flight

Weighting

.7

.8

.4

1.0

1.0

Save Bucket

Reset

626

640A

Name

Regular Expression

Weighting

mastercard

Expiration

Credit Card

CC Please

book flight

mastercard

expiration

credit card

credit card number please

book w/ (0.3) flight

640B

640C

640D

651

653

FIG. 7

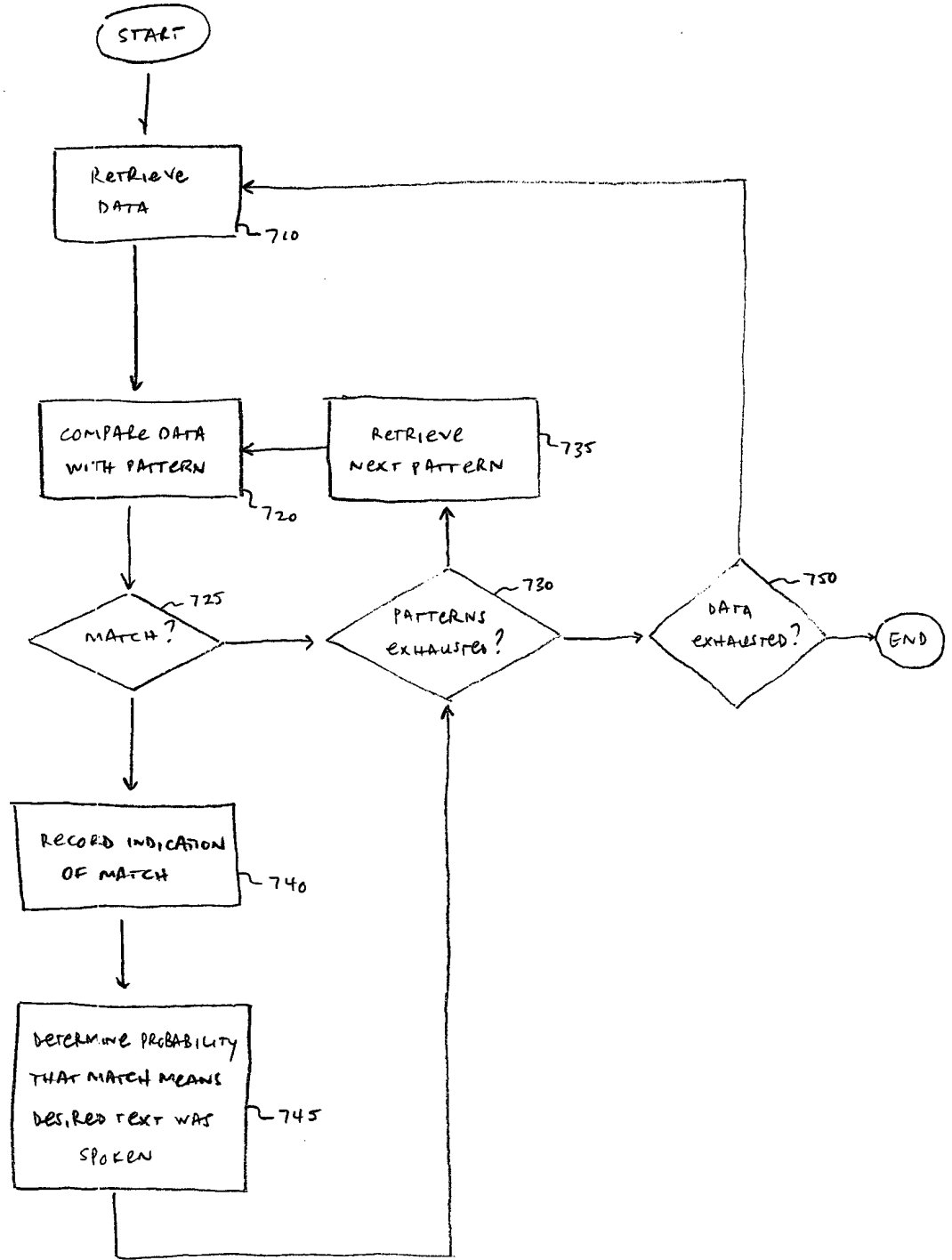


Fig. 8

Confidential Airlines
International Call Mkt Survey
June 03

SALES CALLS

POTENTIAL SALE

Sale Mkt 4

Sale Mkt 4

Sale Mkt 4

Sale Mkt 4

Sale Mkt 4

Sale Mkt 4

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Sale Mkt 4

800

801

UHC SLC TPA System Total

Sales Subtotal	0	NA	75	43.02%	25	42.05%	124	47.00%
	0	NA	75	50.55%	35	57.55%	117	52.94%
	0	NA	153		60		221	

E-RTI Accepted	0	NA	19	25.39%	3	10.34%	22	21.16%
E-RTI Declined	0	NA	42	54.69%	5	17.24%	47	45.18%
E-RTI Not Offered	0	NA	8	9.02%	3	10.34%	9	8.65%
	0	NA	67		41		78	
	0	NA	3	6.57%	1	3.45%	6	5.77%
	0	NA	0		0		0	

SALES PERFORMANCE								
% of Sales Opportunities	NA	NA	23.79%	13.55%	18.55%	21.17%		
% of Booking vs. Opportunities	NA	NA	43.02%	42.05%	47.00%	47.00%		
% of Bookings vs. TTL Sample	NA	NA	11.85%	7.23%	9.80%	9.80%		

REWARD RESERVATIONS

Sale Mkt 4

Sale Mkt 4

Sale Mkt 4

Sale Mkt 4

Sale Mkt 4

Sale Mkt 4

Sale Mkt 4

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Sale Mkt 4

REWARD BOOKING								
% of Sales Opportunities	NA	NA	36	72.92%	10	55.56%	46	68.18%
% of Booking vs. Opportunities	NA	NA	13	27.08%	8	44.44%	21	31.82%
% of Bookings vs. TTL Sample	NA	NA	48		10		65	

REWARD LICENSING								
E-RTI Accepted	0	NA	10	28.57%	0	NA	10	22.22%
E-RTI Declined	0	NA	21	60.00%	3	20.00%	24	53.33%
E-RTI Not Offered	0	NA	1	2.85%	0	NA	1	2.22%
	0	NA	32		3		35	
	0	NA	1	2.85%	4	10.00%	5	11.11%
	0	NA	1	2.85%	1	10.00%	2	4.44%

REWARD SALES PERFORMANCE

% of Reward Opportunities

% of Reward Opportunities

% of Reward Opportunities

% of Reward Opportunities

% of Reward Opportunities

% of Reward Opportunities

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INFO SOURCE	0	NA	442	95.44%	315	78.55%	757	72.51%
	0	NA	32	4.55%	43	11.22%	77	7.53%
	0	NA	442	95.44%	315	78.55%	757	72.51%

INFORMATION CALLS

Info

Modification Cancellation

Reservation

Seat Assignment

Traveling

Overhead Other

Unusable

Reseller Request

Travel Agency

Travel Agency

Policy and Procedures

Other

SALES CALLS MONITOR

TOTAL	0	NA	643		401		1044	
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FIG. 9

